Outsourcing:
Quelle Dynamique de Croissance Sur le Marché?

INPUT



Outsourcing: Quelle Dynamique de Croissance Sur le Marché?

Outsourcing: Market Trends

Conférence INPUT

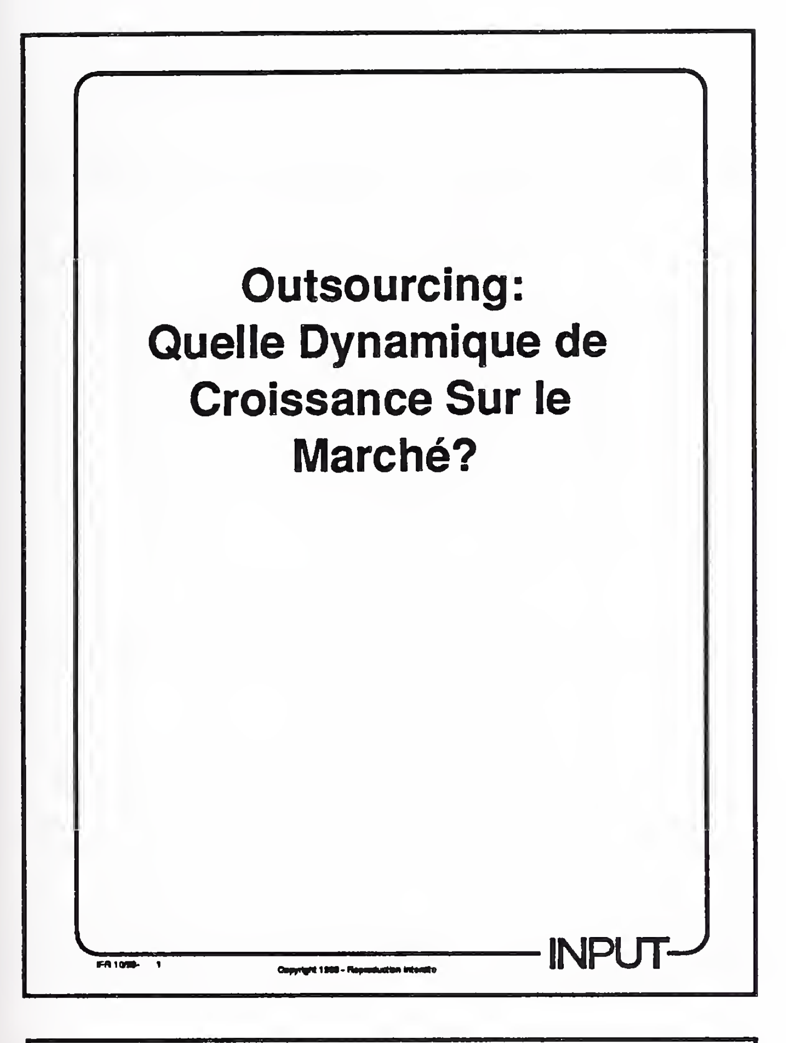
Paris - 19 Octobre 1993



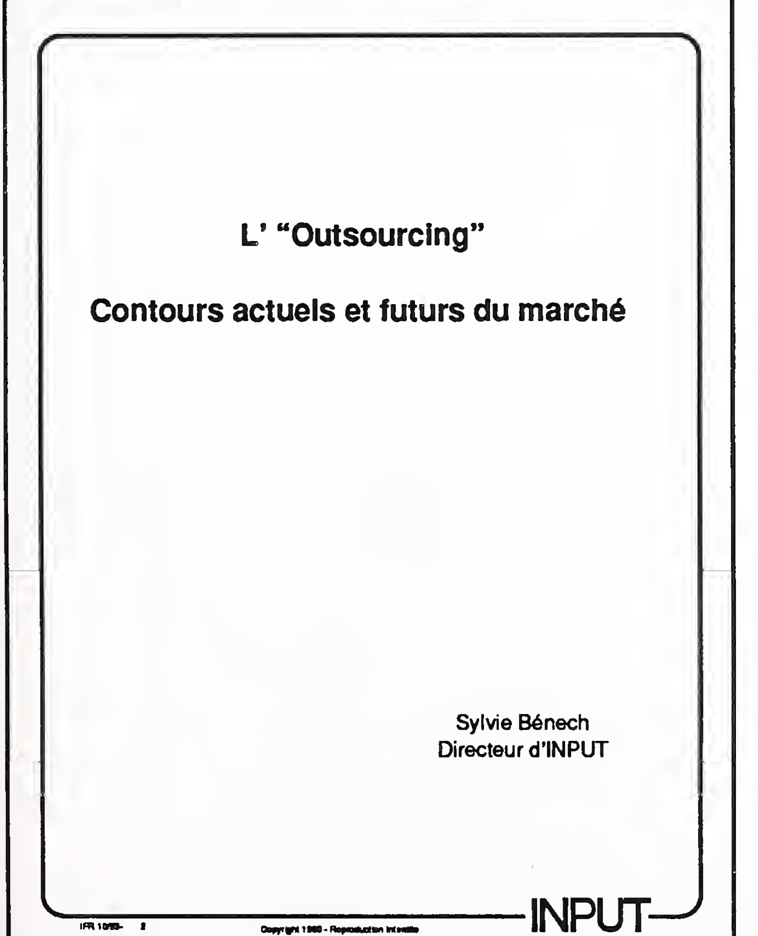
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Outsourcing: Quelle Dynamique de Croissance Sur le Marché?

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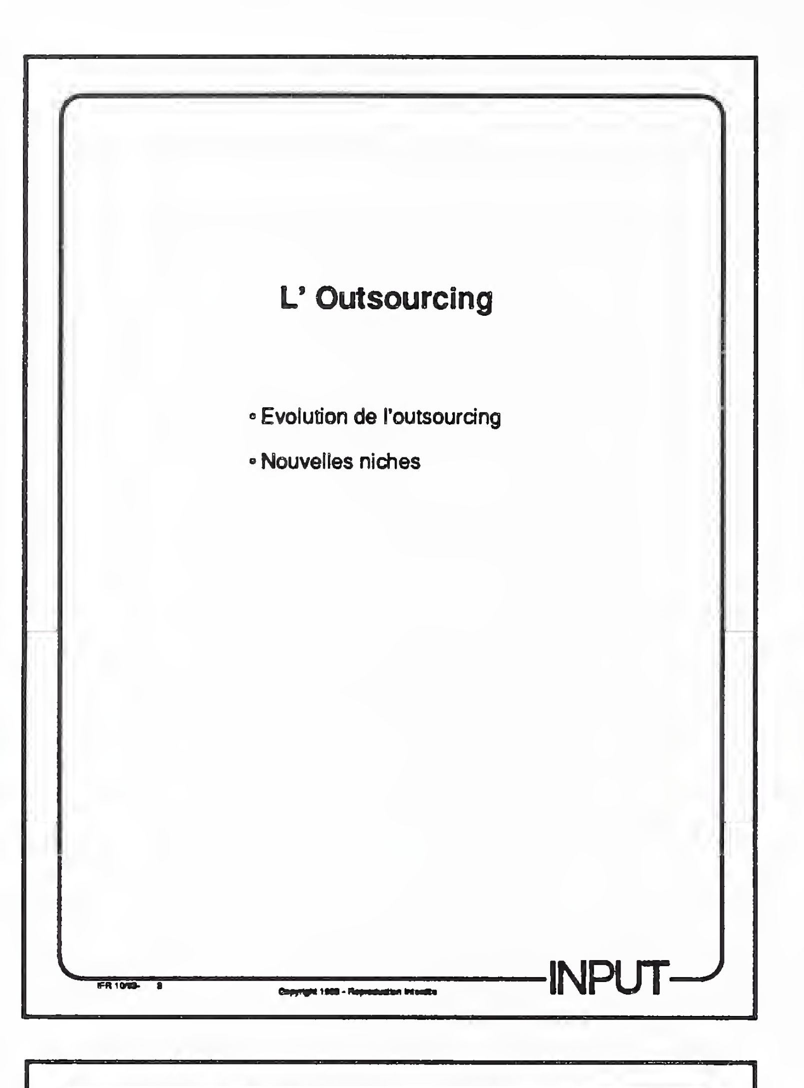


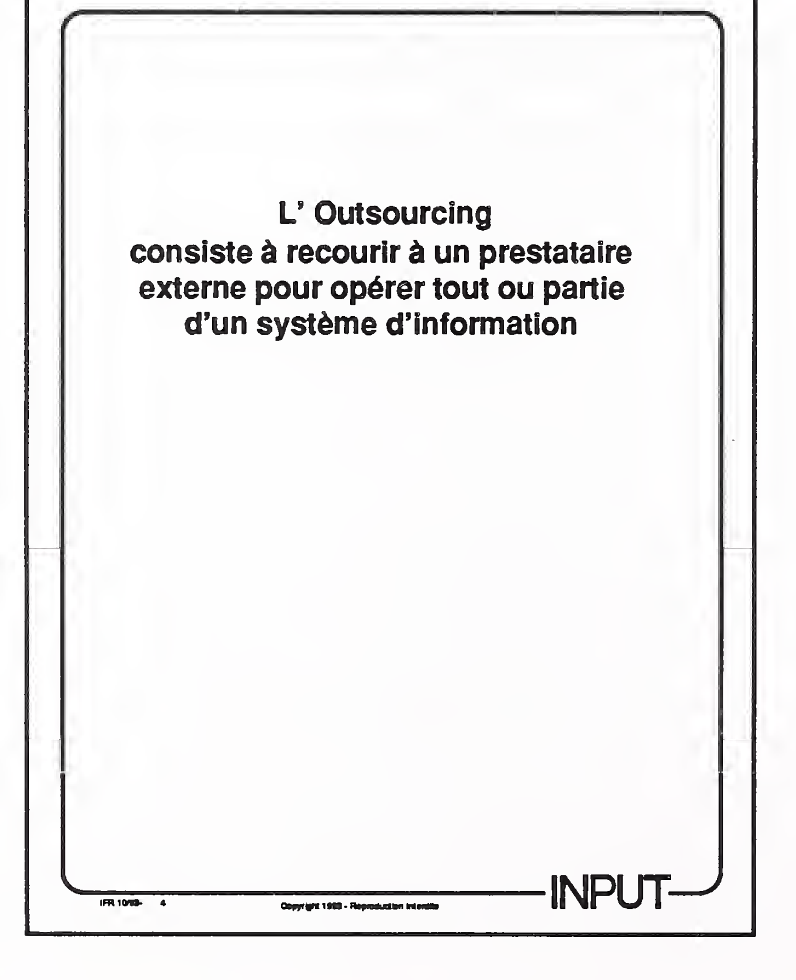
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Marché?
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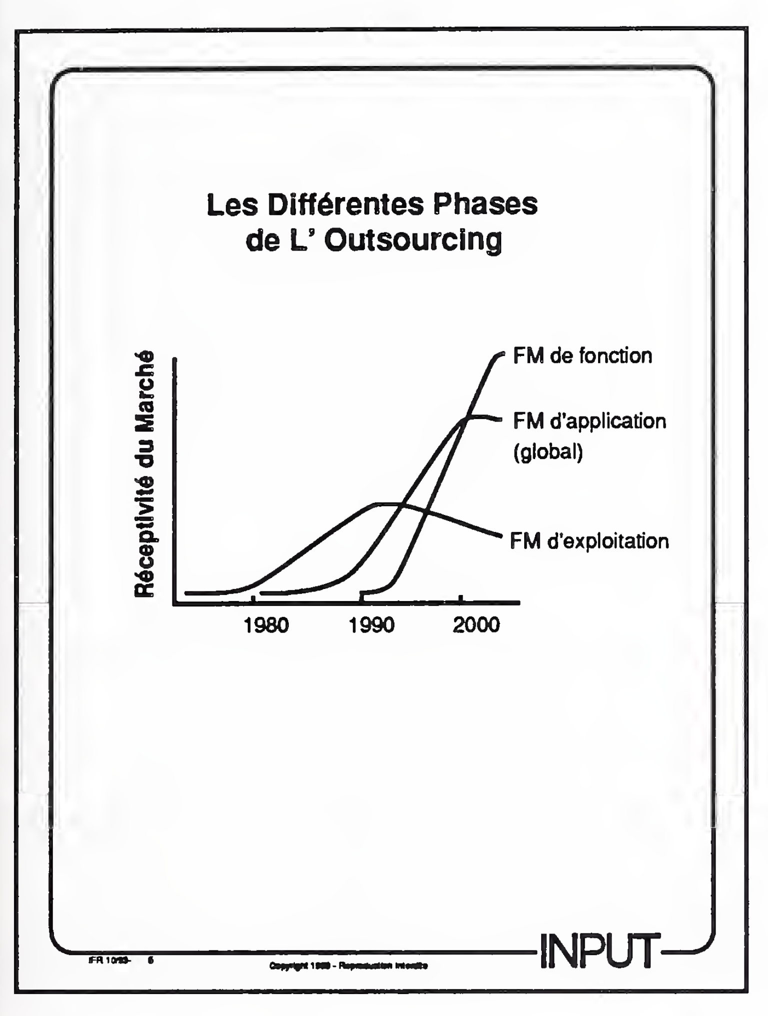
L' "Outsourcing"
Contours actuels et futurs du marché
Sylvie Bénech
Directeur d'INPUT
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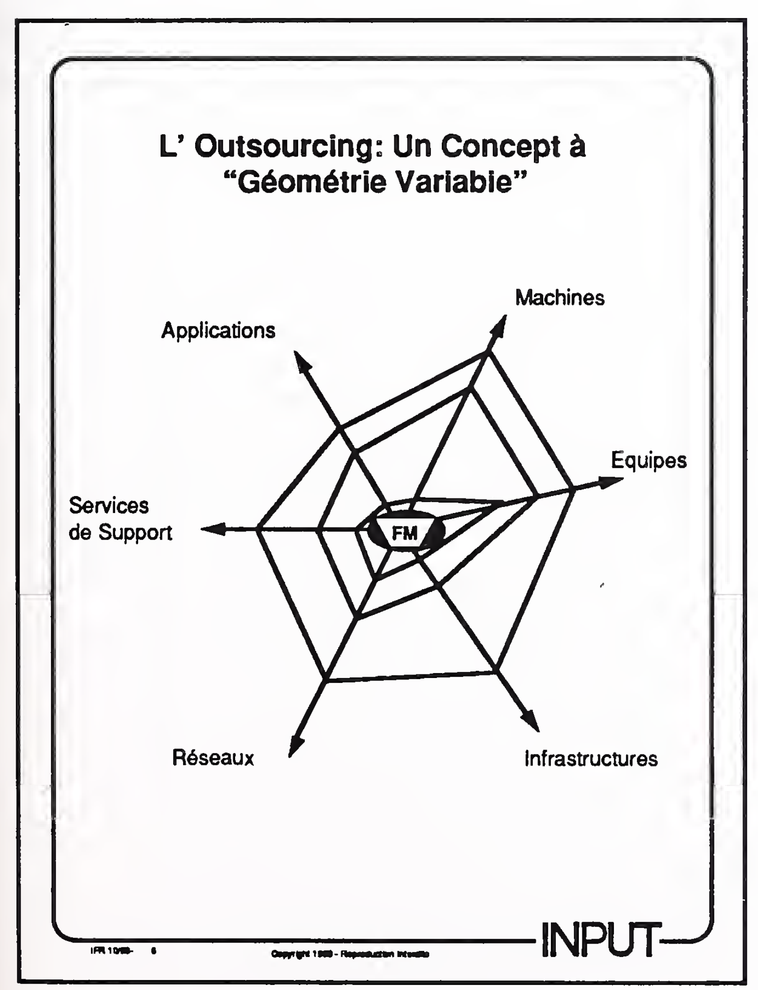
Notes


L' Outsourcing
◦ Evolution de l'outsourcing
◦ Nouvelles niches
INPUT


L' Outsourcing
consiste à recourir à un prestataire
externe pour opérer tout ou partie
d'un système d'information
INPUT

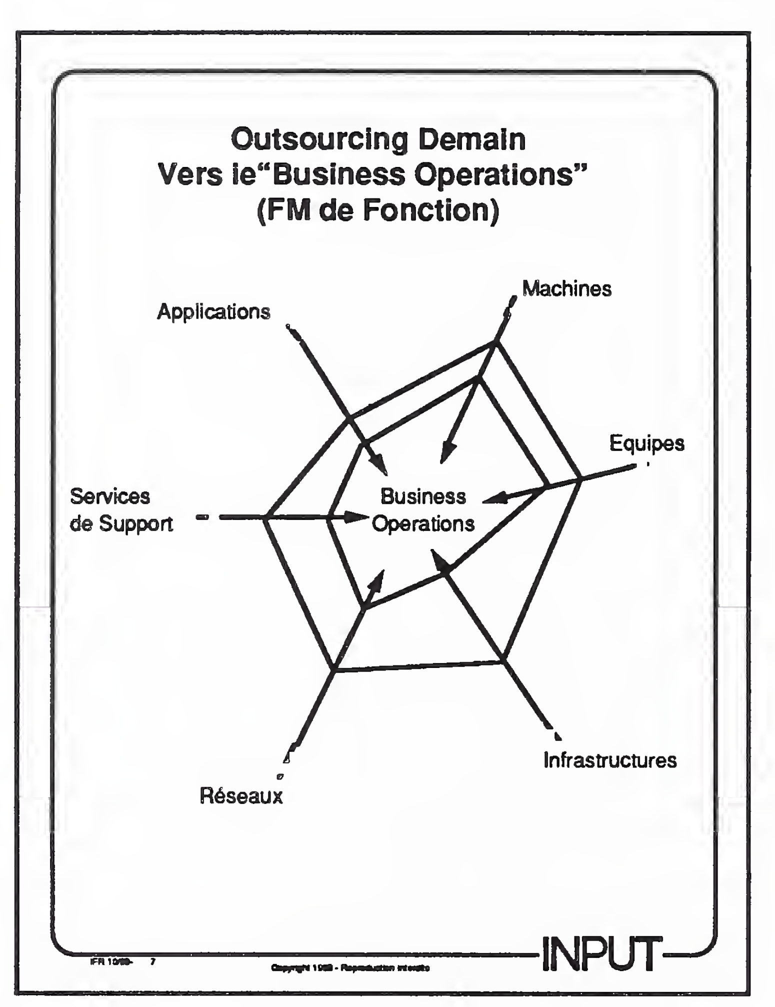
Notes

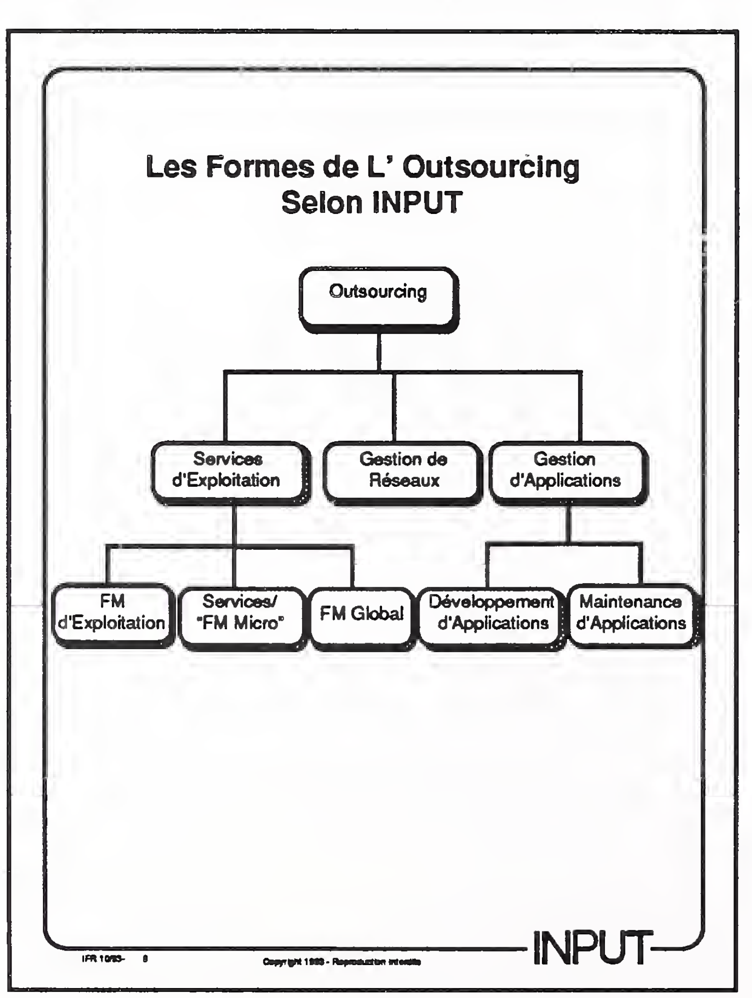

Les Différentes Phases
de L' Outsourcing
Réceptivité du Marché
FM de fonction
FM d'application
(global)
FM d'exploitation
1980
1990
2000
INPUT


L' Outsourcing: Un Concept à
"Géométrie Variable"
Machines
Applications
Equipes
Services
de Support
FM
Réseaux
Infrastructures
INPUT

Notes

Notes


Outsourcing Demain
Vers le"Business Operations"
(FM de Fonction)
Applications
Machines
Equipes
Services
de Support
Business
Operations
Réseaux
Infrastructures
INPUT
7


Les Formes de L' Outsourcing
Selon INPUT
Outsourcing
Services
d'Exploitation
Gestion de
Réseaux
Gestion
d'Applications
FM
d'Exploitation
Services/
"FM Micro"
FM Global
Développement
d'Applications
Maintenance
d'Applications
INPUT
8

Les Nouvelles Niches

- Le"FM de transition" - Transition management
- Les "Services/FM micro" - Desktop services
- Le "FM de fonction" - Business operations

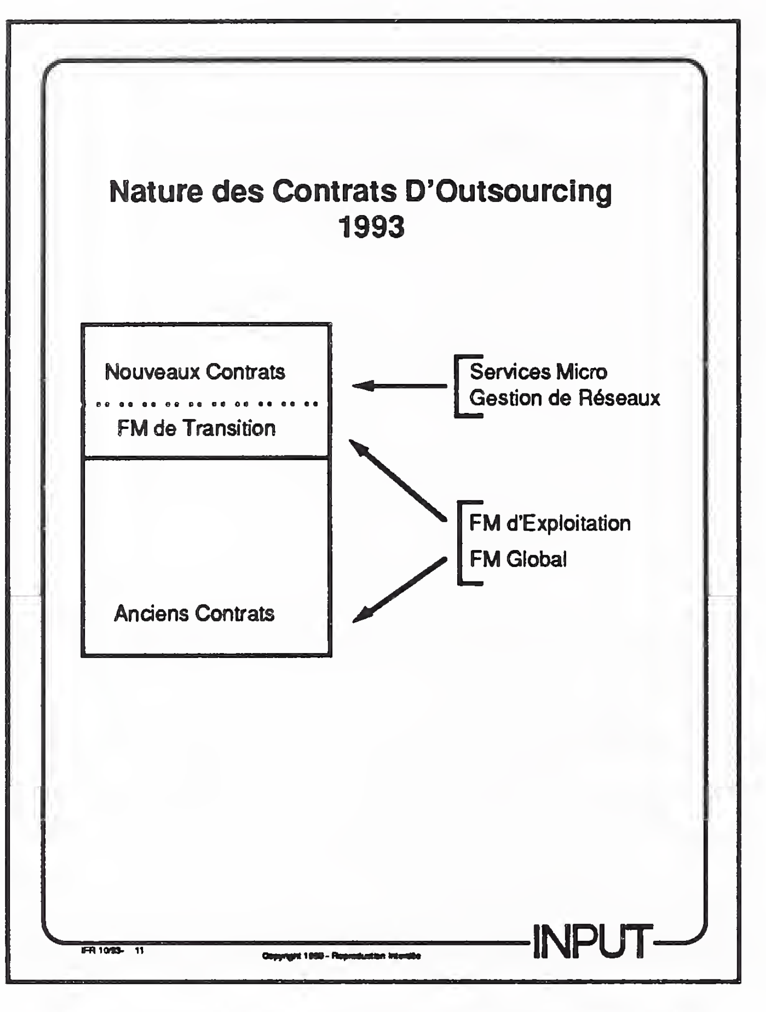
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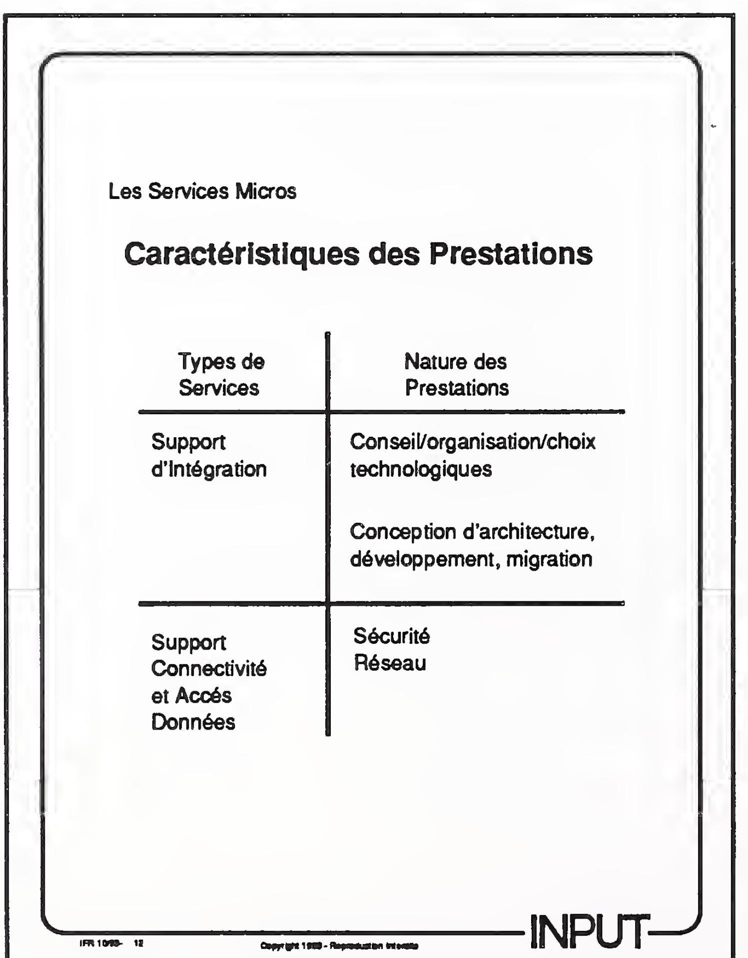
Le FM de Transition

- Prestataire = vecteur du changement
- Transition complexe
- Transition longue
- Maintenir en parallèle deux environnements

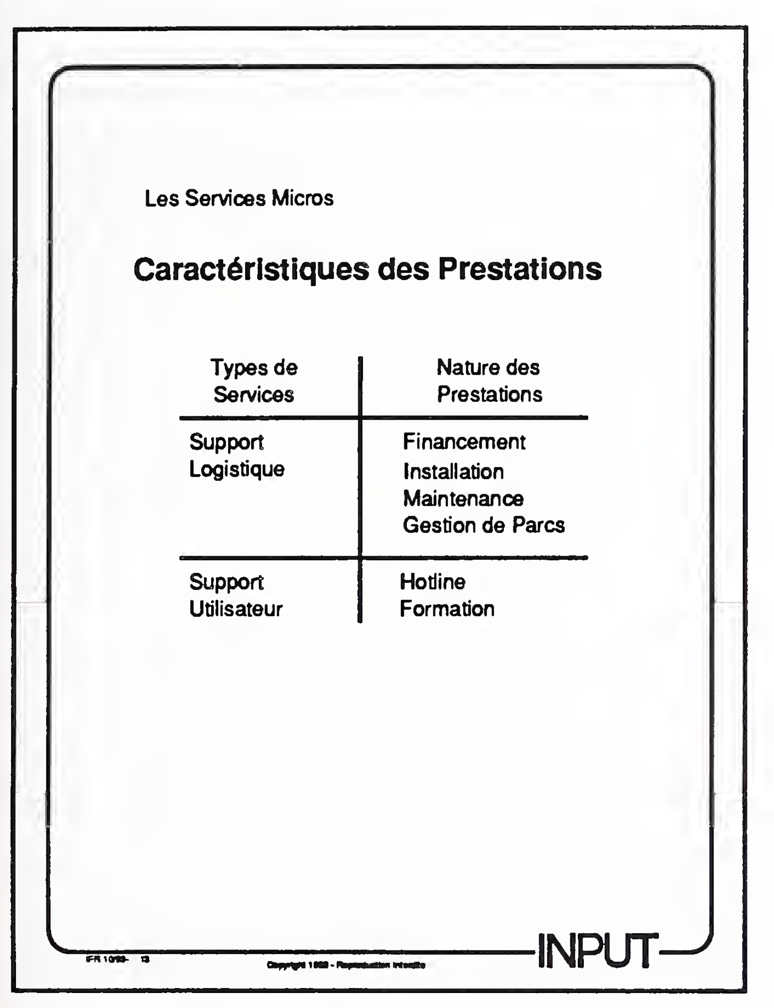
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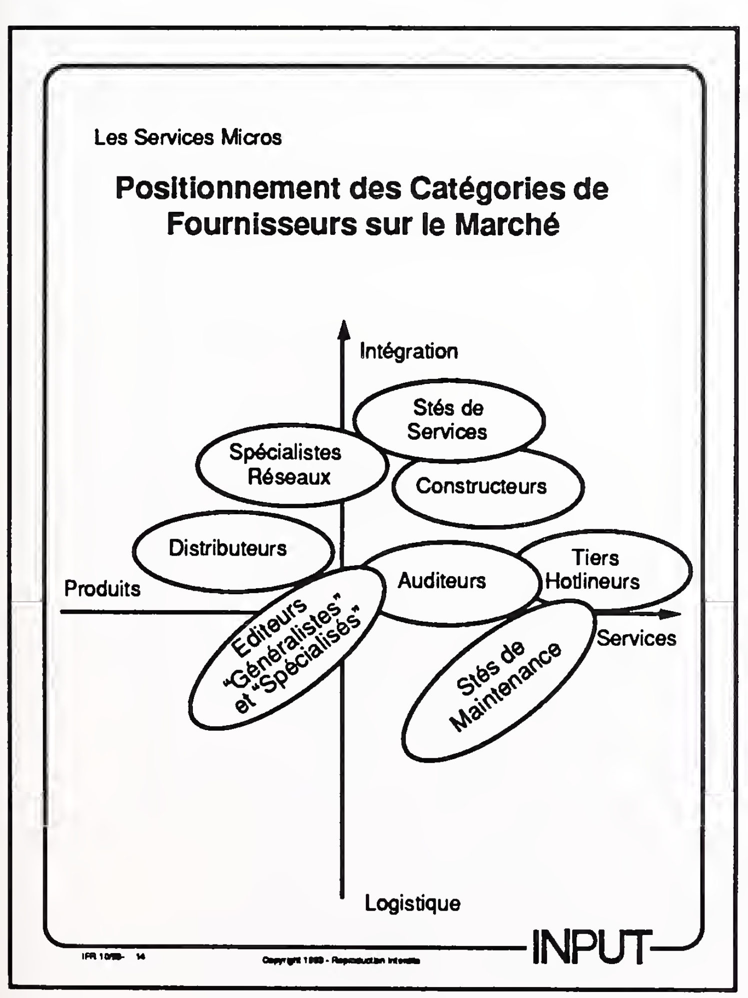
Notes


Nature des Contrats D'Outsourcing
1993
Nouveaux Contrats
FM de Transition
Anciens Contrats
Services Micro
Gestion de Réseaux
FM d'Exploitation
FM Global
INPUT


Les Services Micros
Caractéristiques des Prestations
Types de Services
Nature des Prestations
Support d'Intégration
Conseil/organisation/choix technologiques
Conception d'architecture, développement, migration
Support Connectivité et Accés Données
Sécurité
Réseau
INPUT

Notes


Les Services Micros
Caractéristiques des Prestations
Types de Services
Nature des Prestations
Support Logistique
Financement
Installation
Maintenance
Gestion de Parcs
Support Utilisateur
Hotline
Formation
INPUT


Les Services Micros
Positionnement des Catégories de Fournisseurs sur le Marché
Intégration
Stés de Services
Spécialistes Réseaux
Constructeurs
Distributeurs
Auditeurs
Tiers Hotlineurs
Produits
Editeurs "Généralistes" et "Spécialisés"
Stés de Maintenance
Services
Logistique
INPUT

Notes

Business Operations

Définition du "FM de Fonction"

Prise en charge par un prestataire externe d'une fonction essentielle de l'entreprise et du système d'information correspondant

- Système de Facturation
- Service Client
- Gestion des documents
- Traitement des réclamations

INPUT

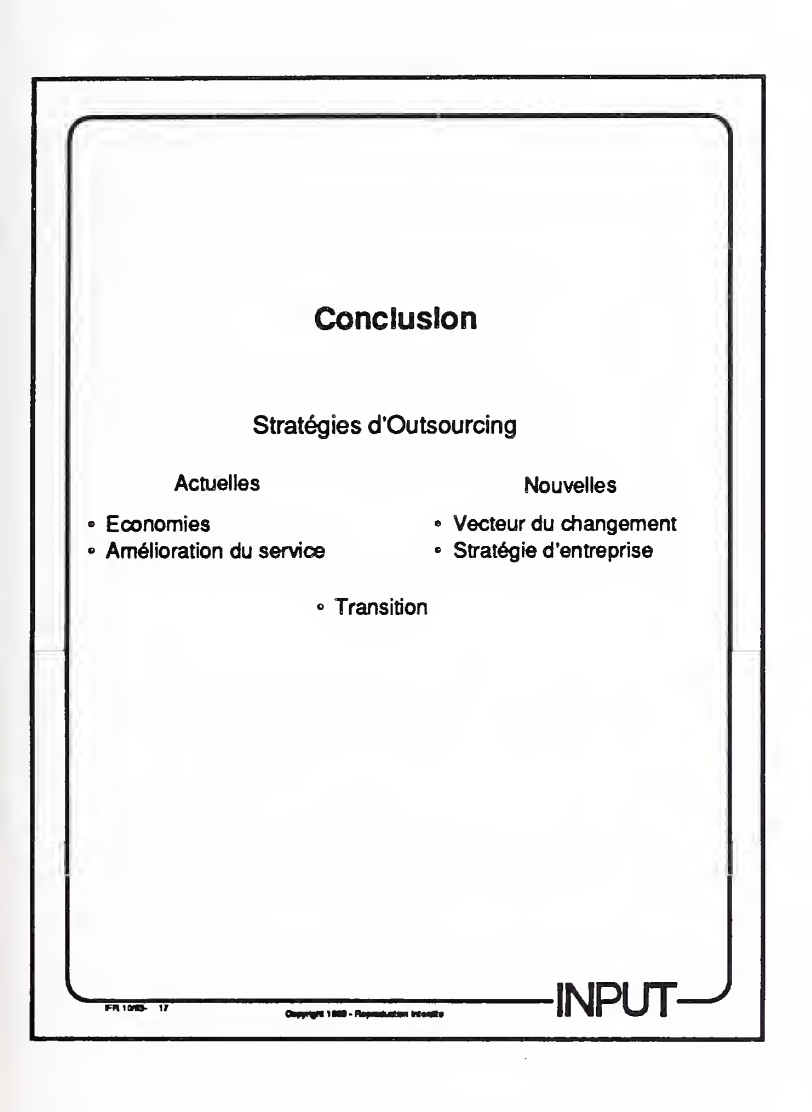
Business Operations - "FM de Fonction"

Caractéristiques des fonctions à privilégier

- Communes à plusieurs entreprises
- A dominante humaine
- A forte teneur technologique
- Activite fluctuante

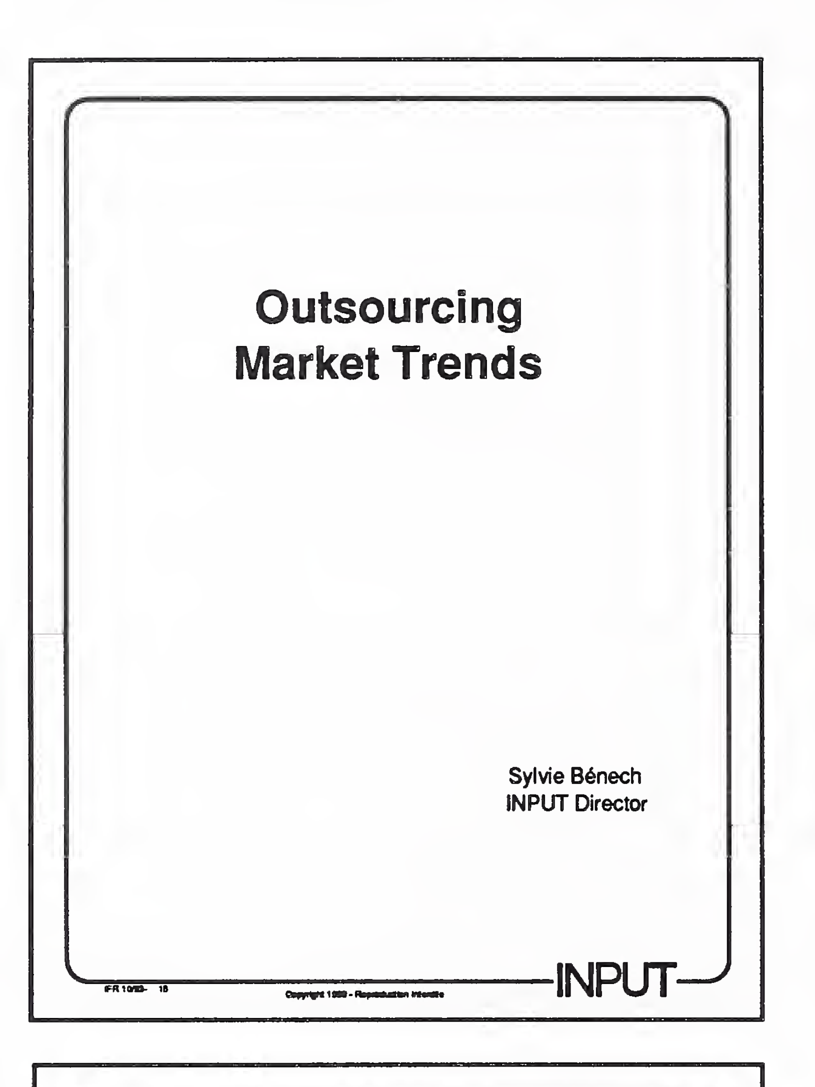
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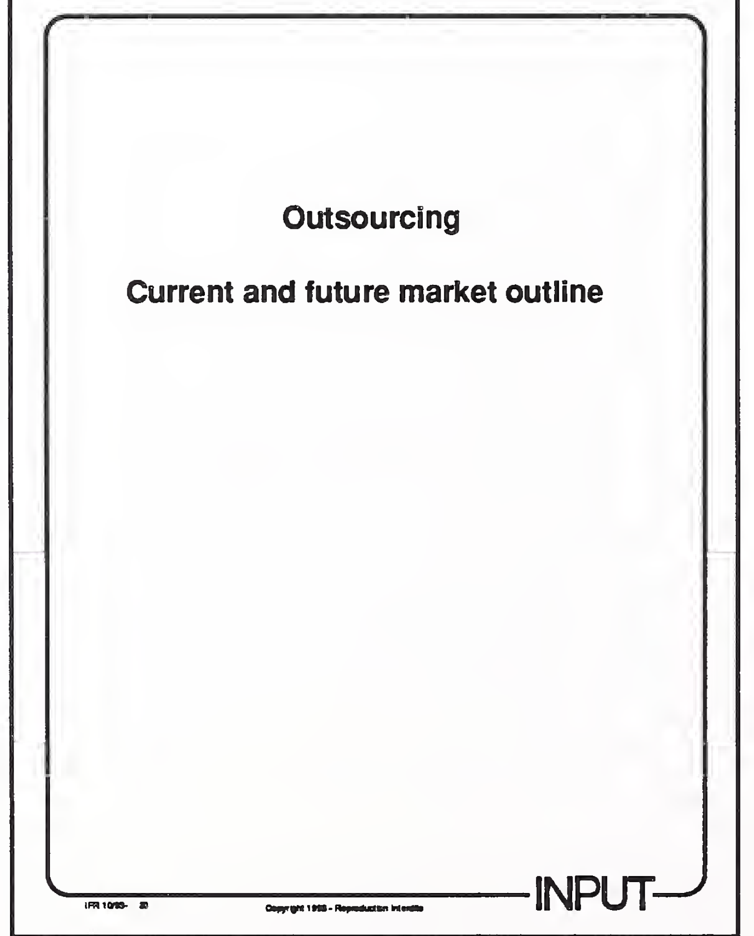
Notes



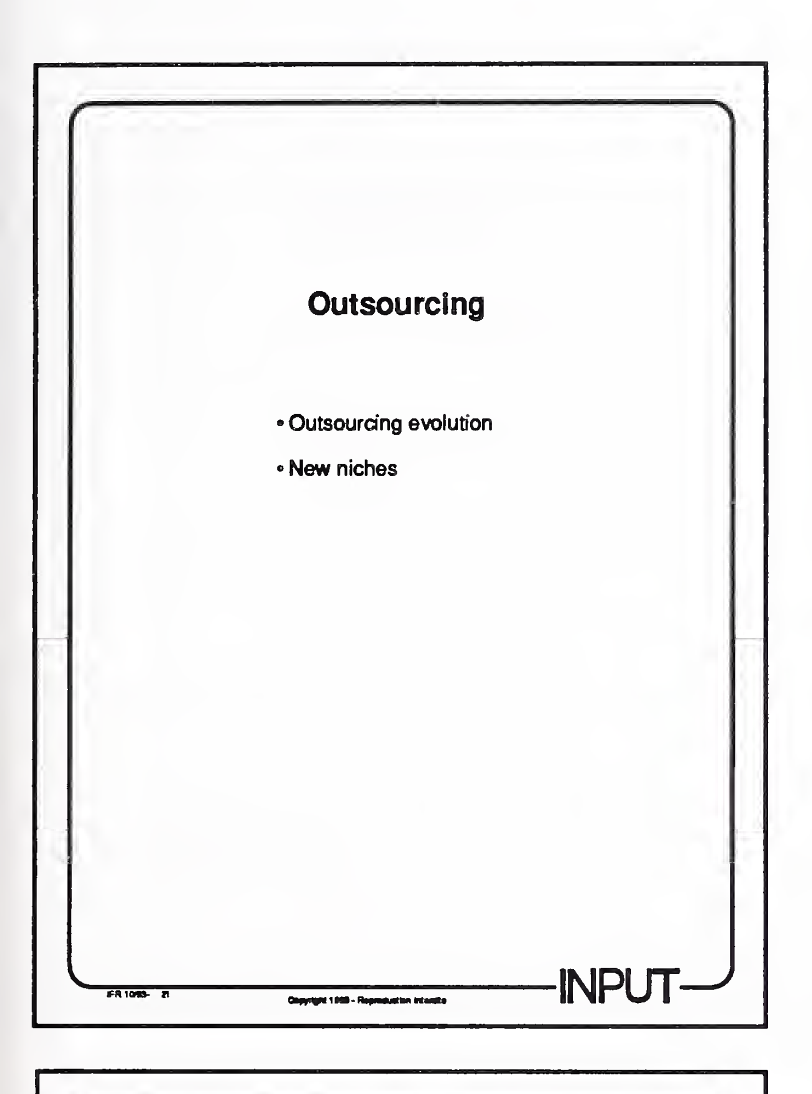
Conclusion
Stratégies d'Outsourcing
Actuelles
• Economies
• Amélioration du service
Nouvelles
• Vecteur du changement
• Stratégie d'entreprise
• Transition
INPUT

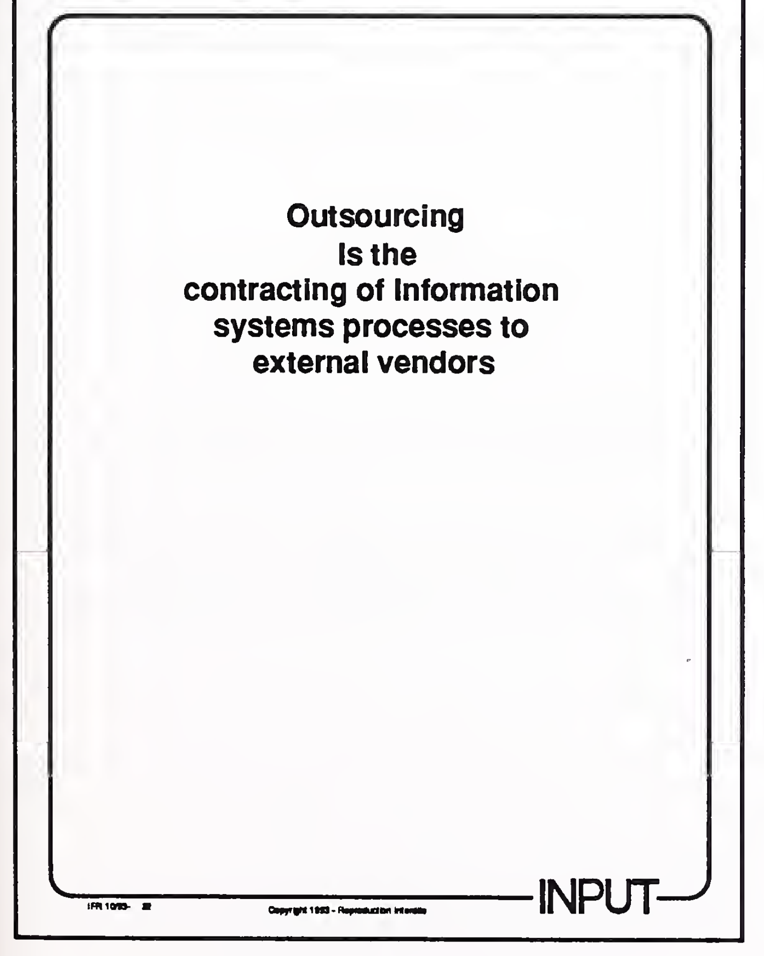
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Outsourcing
Market Trends
Sylvie Bénech
INPUT Director
INPUT

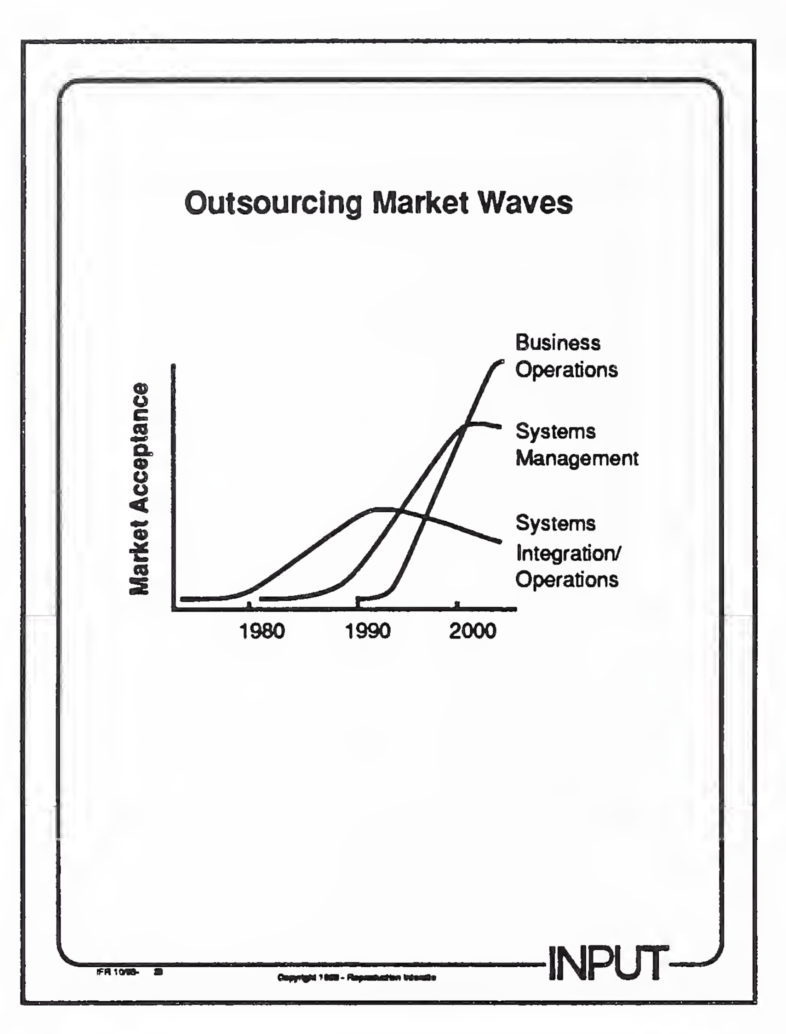

Outsourcing
Current and future market outline
INPUT

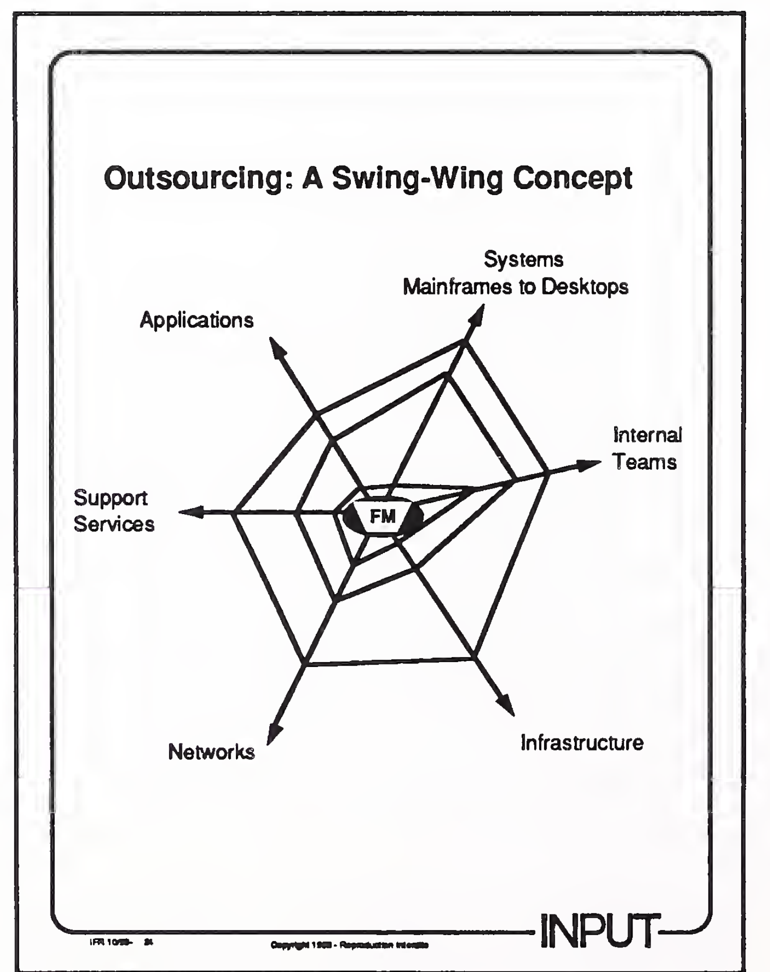
Notes


Outsourcing
• Outsourcing evolution
• New niches
INPUT

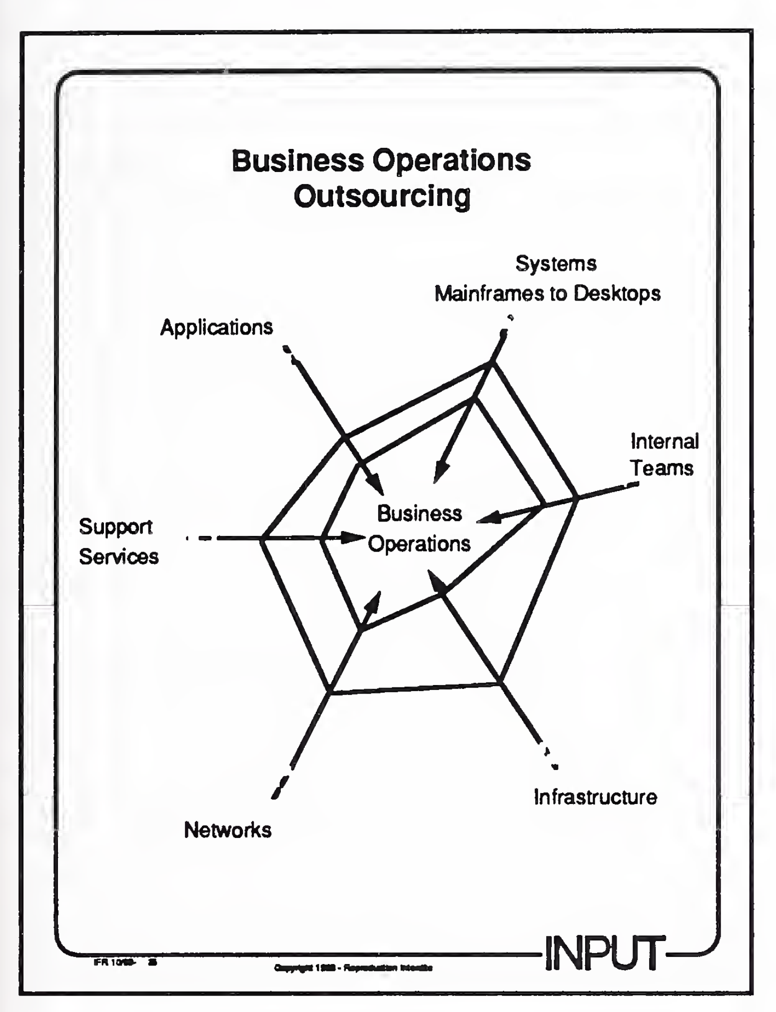

Outsourcing
Is the
contracting of Information
systems processes to
external vendors
INPUT

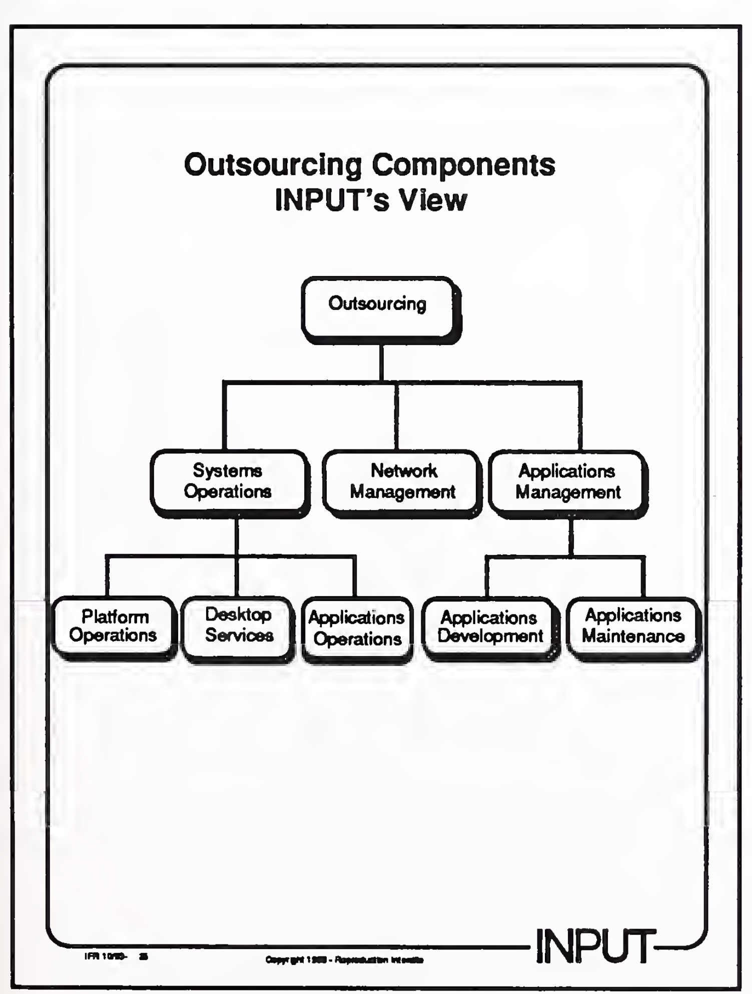
Notes


Outsourcing Market Waves
Market Acceptance
Business
Operations
Systems
Management
Systems
Integration/
Operations
1980
1990
2000
INPUT


Outsourcing: A Swing-Wing Concept
Systems
Mainframes to Desktops
Applications
Internal
Teams
Support
Services
FM
Networks
Infrastructure
INPUT

Notes


Business Operations
Outsourcing
Systems
Mainframes to Desktops
Applications
Internal
Teams
Support
Services
Business
Operations
Infrastructure
Networks
INPUT


Outsourcing Components
INPUT's View
Outsourcing
Systems Operations
Network Management
Applications Management
Platform Operations
Desktop Services
Applications Operations
Applications Development
Applications Maintenance
INPUT

Notes

New Niches

- Transition management
- Desktop services
- Business operations

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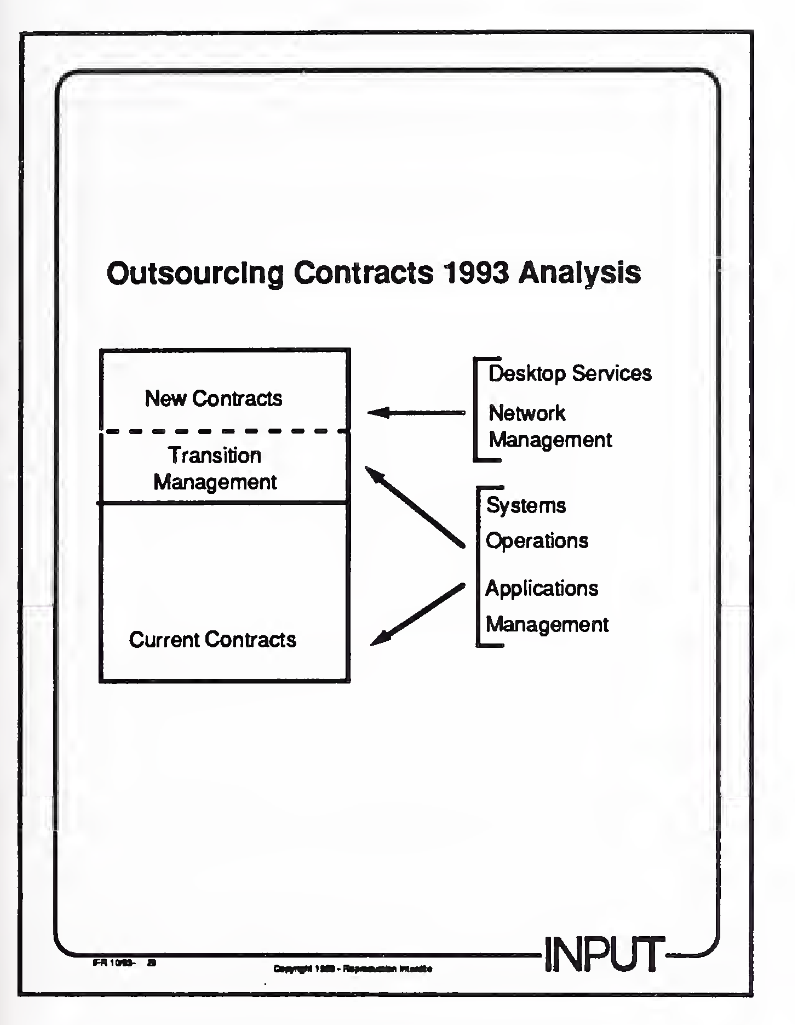
Transition Management

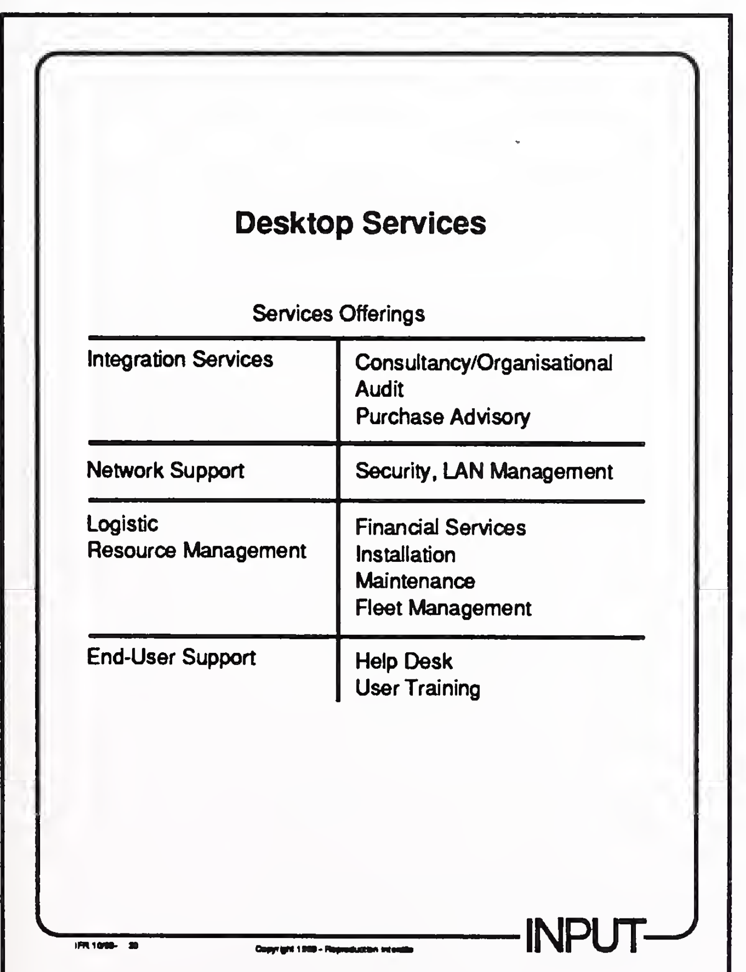
- Requires outsourcer as agent of change
- Transition difficult to accomplish
- Transition takes time
- Dual operational environments required

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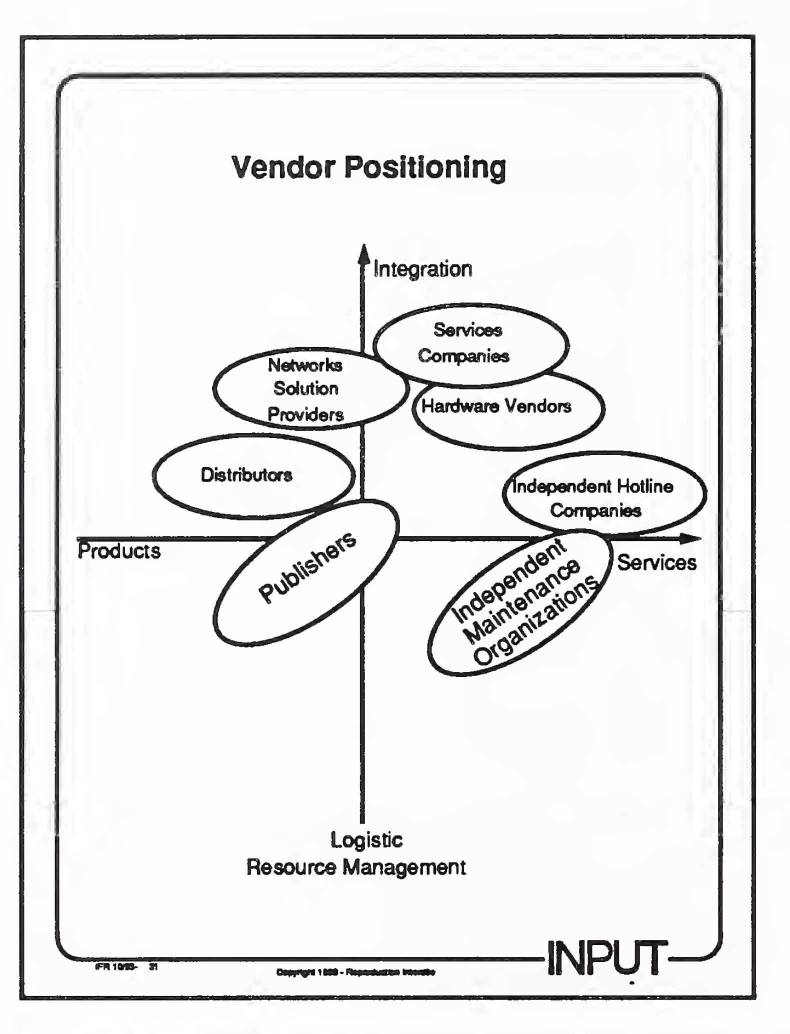
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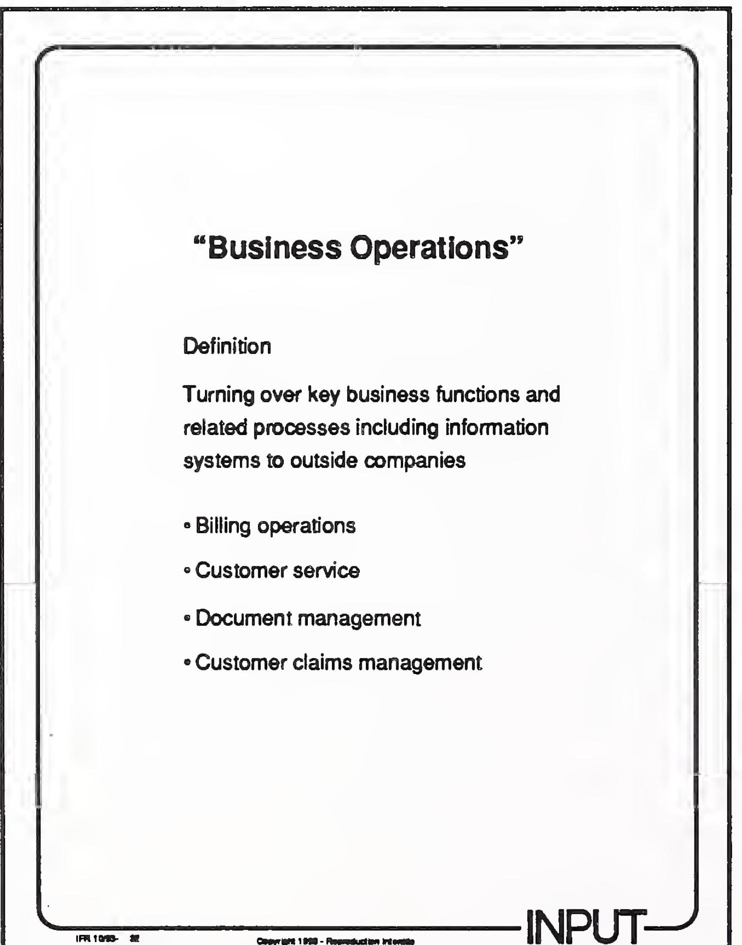
Notes


Outsourcing Contracts 1993 Analysis
New Contracts
Transition Management
Current Contracts
Desktop Services
Network Management
Systems Operations
Applications Management
INPUT


Desktop Services
Services Offerings
Integration Services
Consultancy/Organisational Audit
Purchase Advisory
Network Support
Security, LAN Management
Logistic Resource Management
Financial Services
Installation
Maintenance
Fleet Management
End-User Support
Help Desk
User Training
INPUT

Notes


Vendor Positioning
Integration
Services Companies
Networks Solution Providers
Hardware Vendors
Distributors
Independent Hotline Companies
Products
Publishers
Independent Maintenance Organizations
Services
Logistic
Resource Management
INPUT


"Business Operations"
Definition
Turning over key business functions and related processes including information systems to outside companies
• Billing operations
• Customer service
• Document management
• Customer claims management
INPUT

Notes

Business Operations Outsourcing

Key candidates characteristics

- Labor-intensive
- High technology content
- Common to client's industry
- Periodic peak processing required

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Conclusions

Outsourcing Strategies

Current	New
• Economic strategies	• Change agent
• Service enhancement	• Business strategy

- Transition

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Notes



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- **Software and Services Market Forecasts**
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- **U.S. Federal Government**
  - Procurement Plans (PAR)
  - Forecasts
  - Awards (FAIT)
- **Commercial Application LEADS**

CUSTOM PROJECTS

For Vendors—analyse:

- **Market strategies**
- **Product/service opportunities**
- **Customer satisfaction levels**
- **Competitive position**
- **Acquisition targets**

For Buyers—evaluate:

- **Specific vendors**
- **Outsourcing options**
- **Market opportunities**
- **Systems plans**
- **Peer position**

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Presentations to user groups, planning meetings, etc.

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